

Board for Towing and Recovery Operators
Communications and Consumer Affairs Committee
Final Minutes
April 3, 2007
DMV Headquarters

The chairman called the meeting to order at 11:50AM. Committee Members in attendance were:

- Cary Coleman, Chairman
- Randy Seibert, Vice Chairman
- Andy Alvarez
- Mark Sawyers

Members absent: Jeff King, Vinay Patel

Other attendees included Charlie Brady, AAA; Bill Woodson, Capital Garage; Robert Young & Lynn Horn, Wrecker Sales and Accessories; Deanna Boehm & Sherry Wood, Virginia Interactive

The minutes from the previous committee meeting were adopted.

There were no comments from the public.

Old Business:

Mr. Brady confirmed that he has sent Mr. Ben Foster a list of the towers that do business with AAA.

Vice Chairman Seibert confirmed that he sent a request to other board committee chairs requesting content they may wish to include on the website. The collection of such content may be premature at this time.

Mr. Alvarez introduced Virginia Interactive representatives Ms. Boehm and Ms. Wood.

New Business:

Virginia Interactive presentation:

Ms. Boehm and Ms. Wood gave a Project Summary of the work they had completed so far. This included a summary of requests based on communication with Ms. Daphane Phillips that the site should include the following items:

- Contact information
- Meeting minutes
- Meeting notices

Further, they explained that prototypes were due to Mr. Foster within two weeks.

After the presentation from Virginia Interactive, the committee considered what information and features it desires to add to the Project.

Upon discussion and unanimous consent, the committee directed Virginia Interactive to include the following information and features in the scope of the Project:

- Data gathering feature so that potential registrants may submit contact information, potentially for use as a pre-registration feature. Data to submit:
 - Company name
 - Contact name
 - Title
 - Business address
 - Physical address
 - Email address
 - Phone number
 - Fax number
 - Number of drivers
 - Number of trucks
 - Public safety towing (y/n)
- Database to collect this information
- Link to Virginia Regulatory Town Hall, to avoid extra work of maintaining consistency between the two sites for minutes, meeting information, etc.
- To prevent confusion to the public and potential registrants, the committee concurs that the site be largely static in nature prior to the time shortly before July 1, 2008 when more policies and information will be available.
- During development, Virginia Interactive will research strategies to minimize spider indexing from search portals such as Google.
- At Mr. Foster's request, the site will include a complaint venue that will direct to his attention.
- The site will include limited contact information of Board Members.

The committee unanimously agreed to turn the project over to Mr. Foster, incorporating the above items, so that it might be completed expeditiously.

The committee discussed communication opportunities to promote registration and disseminate information about new towing regulatory and licensing requirements effective July 1, 2008. The committee targeted early 2008 as an appropriate time to contact several sources that will aid in promoting the information. The committee initially identified the following sources to which it should issue press releases, etc.:

- Towing Associations
- Pre-registrants from website
- Media contacts – listing of broadcasters and print media. Such list may be available from Mr. Kevin Hall, press secretary for Governor Tim Kaine.

- Sheriff's Association
- Virginia Association of Chiefs of Police
- Local Government Attorneys

Finally, the committed requests that Mr. Foster send a “brainstorming” request to the Board Members to solicit ideas for contacting potential licensees.

There being no further business, the meeting was adjourned at 12:24PM.